



Corporate Gifting 101

Everything You Need to Know

Corporate gifting is the ultimate gesture to show your colleagues, clients, and employees how much they matter to you and your business. Through seasonal gifting, tokens of appreciation, or even a “just because” present, a meaningful, tangible gift makes a lasting impact that digital gifting or gift cards simply cannot.

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But what if you aren't sure where to start?

Especially for small businesses or those new to the nuances of corporate gifting, it can feel incredibly overwhelming to navigate the “do’s” and “don’ts” of selecting that perfect “something” at the perfect time to make the impact that you’re aiming for. Not to worry — We’ve got you covered!

With our comprehensive Corporate Gifting 101 guide, you'll be equipped to celebrate any holiday, milestone, or event with a thoughtful gift that aligns with your recipients, your budget, and the norms of gifting in the modern workplace in no time!



Section 1:

Understanding Corporate Gifting

What is Corporate Gifting?

Business has never been only about business. It's about the connections that we make with one another, a fundamental aspect of relationship-building through corporate gifting. Gifting has long been a huge part of the way we show each other how much we care! Corporate gifting for clients and employee appreciation gifts is the practice of giving to others within your sphere of influence in the business world to celebrate, appreciate, or acknowledge your recipient. This could be to mark a momentous occasion, observe a holiday, or simply say “thank you.”



Whatever it is, **corporate gifting** for recognition — especially when done well — helps you to show the people around you how much they mean to your company and to you personally. You may choose to give small tokens of employee recognition gifts for a client that takes time to meet with your team, or a larger end-of-year “thanks” for your most dedicated employees, thus building employee loyalty with corporate gifting. Whoever is on your list, corporate gifting can be a powerful gesture that can go a long way in strengthening business partnerships with corporate gifting.

Gifting within the organization can fit into your sales strategy, employee engagement, holiday festivities, corporate events, and more! However you choose to incorporate gifting, it's important

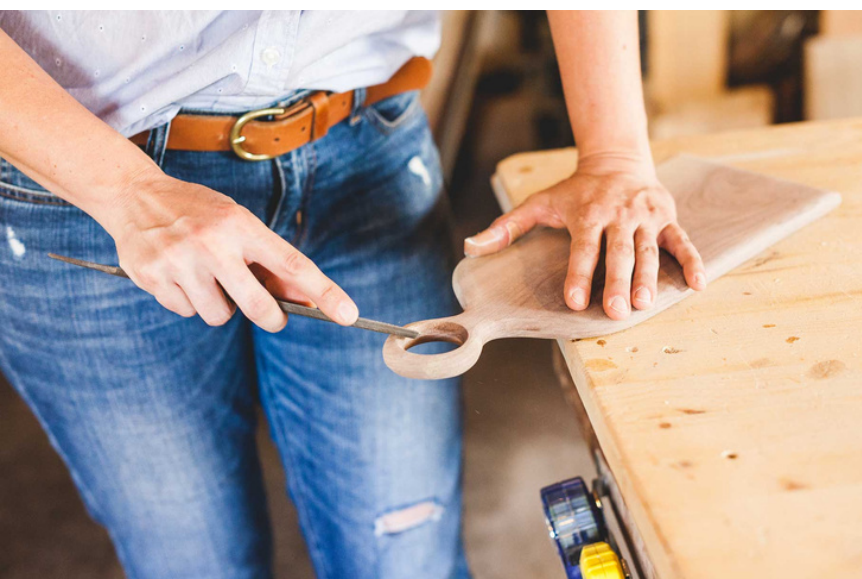
To understand the etiquette and the best practices to make your gifting strategy (and your budget!) go further to make the kind of impression you hope to leave on your recipients.

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Centuries Of Corporate Gifting

Did you know that corporate gifting dates all the way back to the ancient Romans? Traditionally, corporate gifting was practiced by emperors who presented gifts as tokens of appreciation to their soldiers. These gifts were uncomplicated and could be anything from fruit, nuts, candles, and other simple pleasures of the time.

While these ancient gifts are a far cry from decadent gourmet treats or luxurious home or office items of modern corporate gifting practices, the heart behind corporate gifting is the same. We all want to feel seen and appreciated, and gifting someone — whether an employee, event attendee, client, (or ancient soldier!) — with a unique artisan gift that aligns with their values is an excellent way to leave a lasting impression.



Why Corporate Gifting Matters

In the highly digital and lightning-fast business landscape of 2023 and beyond, it's so easy to lose sight of the importance of genuine, offline connections. Behind every email, contract, and project are the relationships that truly drive a business forward.

When you choose to send a meaningful gift to a client or employee (or anyone else in your contacts, for that matter!), you're sending a genuine bid for connection that will leave your recipient feeling seen, appreciated, and valued.

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Section 2:

The Gifting Process

Whether you're just dipping your toes into the vast sea of corporate gifting or **revamping your company's existing corporate business gifting approach**, there's a specific framework designed to make your journey seamless, be it as an HR professional, business owner, or department manager.

Starting from scratch with corporate gifting? We suggest a methodical, step-by-step approach. This will involve considering various corporate gifting ideas, from eco-friendly promotional products for businesses to selecting high-quality corporate gifts that resonate with your brand and recipients. There are also unique corporate gift sourcing opportunities to explore, including local corporate gift sourcing to support businesses in your community or made-to-order corporate gifting solutions tailored to your specific needs.

Already have internal gifting programs or internal gifting guidelines in place? It's worthwhile to double-check that you're not overlooking any fresh or innovative avenues. This could involve considering bulk corporate gifts for larger events or occasions, custom corporate gifting

Solutions for a more personalized touch, or even eco-conscious options to align with modern sustainability values.

Remember, the essence of corporate gifting is not just about the physical gift but the thought and strategy behind it. And whether you're new to this or a seasoned pro, there's always room for growth, innovation, and improvement.

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Step 1: Choose the Occasion and Select Your Recipient(s)

Who is your corporate gift for, and why are you giving it to them? The answers to these two questions will get you started. Maybe it's a holiday gift for your entire team, or maybe it's a partnership anniversary gift for a beloved client. Whatever the occasion, make it special with a gift that caters to the celebration and the individual!

To get you started, here are 20 occasions that you may want to celebrate with a corporate gift:

- | | |
|----------------------------------|-----------------------------------|
| 1. Employee Birthdays | 11. Employee Birthdays |
| 2. Work Anniversaries | 12. Work Anniversaries |
| 3. Promotions | 13. Promotions |
| 4. Company Milestones | 14. Company Milestones |
| 5. Holidays | 15. Holidays |
| 6. Employee or Team Achievements | 16. Employee or Team Achievements |
| 7. Client Acquisition | 17. Client Acquisition |
| 8. Client Anniversaries | 18. Client Anniversaries |
| 9. Thank You | 19. Thank You |
| 10. Retirement | 20. Retirement |

You'll also want to keep tabs on any occasions relevant to your specific industry!

Who Should You Be Gifting To?

Employees:

Corporate gifting is a true game-changer when it comes to making employees feel good about the company and the people that they work with. Everyone loves a “just-because” gift, but there are so many ways to use corporate gifts for employees to make your company a more fun place to work:

- Boost employee morale
- Reward achievement
- Mark important milestones
- Provide performance incentives
- Celebrate holidays
- Commemorate company events



Clients:

Your business wouldn't exist without your clients, and corporate gifts for clients are a fantastic way to celebrate and thank them for their loyalty. It doesn't have to be a holiday to shower your customers with love — gifting is a great way to mark all kinds of occasions:

- Business milestones and achievements
- Important life moments (Babies, Weddings, Birthdays, etc.)
- Holiday celebrations
- Say “thanks” for large orders or purchases

Looking to get the perfect gift for someone else in your professional world? We'd love to help you choose just the right curated artisan gift box to make their day. [\[LINK HERE\]](#)



Step 2: Set a Realistic Budget

Planning how much to spend on corporate gifts means making sure you're being thoughtful without breaking the bank. The best way to do this is by setting a corporate gifting budget for the year and breaking out your budget into categories.



To get started, take a look at what you spent last year and consider cost-effective corporate gifting options that can provide value without being overly expensive. Think about how the company's doing financially now compared to then. Depending on this information, determine if you can afford a similar, larger, or smaller budget for the coming year.

Convincing Your Company on the Value of Corporate Gifting

But what if your organization isn't already sold on the idea of corporate gifting? Sometimes, the benefits aren't immediately obvious to everyone in your organization. If you find yourself in a position where you need to persuade company stakeholders on the value of corporate gifting, emphasize the long-term benefits.

Gifting is more than just a kind gesture; it's an investment in relationships, whether with clients, partners, or employees. By showing appreciation, you're fostering loyalty, enhancing your brand image, and building a foundation for future business opportunities. It's a subtle but powerful way to say, "We value this relationship and are committed to its growth." If you're able to frame gifting as a tool for relationship building rather than a "silly" expense, you'll likely make more progress in convincing executives or other stakeholders that corporate gifting is not only worthwhile, but incredibly rewarding!

Does your company already have a set gifting budget? Then you're halfway there already!

Once you have this total budget in mind, think about everyone you want to give a gift to — like your staff, clients, and colleagues — and what events or occasions are coming up. Consider how you will spread out your budget between all of these occasions. If you can start with a budget in mind, you're in a much more knowledgeable position. When you do this in advance, gift shopping becomes much less stressful — you can quickly and confidently assess which items are an option and which ones are not!

Pro Tip: Keep track of what you're spending as you go. A spreadsheet, a list, a program, it doesn't matter. However you do it, tracking expenses as you go helps to avoid surprises and makes sure you're sticking to the plan (and the budget). After all, giving gifts is about making people feel good and strengthening those all-important bonds, without stressing out your wallet.



Step 3: Select the Perfect Gift(s)

When it's executed properly, corporate gifting programs make a lasting impression on your recipient, leaving them feeling appreciated and enhancing their loyalty to your company. The question arises: How can you be sure that your corporate gifting strategies are effective, especially when considering the logistics of efficient corporate gift fulfillment?

Our professional corporate gifting experts, well-versed with the best corporate gifting programs for employees, have some guidance to share to aid your gift selection process:

Make It Useful:



Choose practical items that integrate into their daily routines or consumables that won't go to waste. Think high-quality local produce or delicious artisan snacks that offer an experience while satisfying a need (or a craving!).

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Prioritize Uniqueness:

Avoid run-of-the-mill, predictable corporate swag by opting for something that can't be easily found or replicated. Consider gifts that show your thoughtfulness and effort in selection, making the recipient feel truly special.

Keep it Appropriate:

Personal gifting and workplace gift gifting are not the same. Make sure that your corporate gifting strategy doesn't get too personal unless you are actually very close with the recipient — for example, bath and body items for a client can lean a bit too far into personal territory for someone that you aren't particularly close with.

Maintain a Cultural Sensitivity:

If you're hosting an international event or using a corporate gifting platform to gift internationally, research and understand the gift-giving etiquettes of the cultures you're dealing with to avoid unintentional disrespect. What's considered a thoughtful present in one country could potentially be a faux pas in another.

Support Local and Small-Batch Producers:

Source your gifts from local artists and small businesses to offer your recipients something truly unique and heartfelt. This approach to local corporate gift sourcing supports smaller enterprises, is more sustainable, and typically ensures a gift of higher quality.

Personalize Your Gifts:

Show your clients and employees that you know and appreciate them as individuals with personalized gifts based on the recipient's interests, hobbies, or preferences. A great way to do this is with customized corporate gifting platform solutions that do the hard work for you!

Experiential Gifts:

From a gourmet cooking class to tickets to an exclusive event or a virtual reality experience, providing something that can be lived and enjoyed tells your recipient that their well-being and personal growth matter to you. Similarly, consider the supplies for a fun activity — like [a cocktail-making kit](#) or [creative project](#)!

Think Sustainability:

Opt for sustainable materials in both the gift and packaging, reflecting a responsible and modern ethos. Explore eco-friendly promotional products for businesses that are not only great for the environment, but that also add to the

Avoid Over-branding:

Keep branding subtle to avoid making your gift feel like a promotional item. While it's important to remind clients and employees of your company, excessive logos can detract from the sincerity of your gesture. Instead, use custom, tasteful tags or stickers that acknowledge your brand without overshadowing the gift.

Consider the Occasion:

Think about the best time to give corporate gifts for the maximum impact on your recipients. Choose gifts that highlight and celebrate the occasion you're gifting for. Think about a festive seasonal cookie decorating kit during the holidays or a cocktail kit including in-season ingredients.

Incorporating corporate gift management and an efficient corporate gifting platform into your approach ensures you handle the intricacies of professional corporate gifting, guaranteeing each gesture leaves a lasting, positive impression.

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Step 4: Gift Timing & Delivery

Timing is Everything

One of the biggest pieces of advice that we give to our clients is that timing is everything when it comes to corporate gifting. Have you ever received a birthday card a week late? Or maybe someone forgot about your big personal milestone and only gave you a call after the fact? The feeling is the same, even in a corporate setting, when a moment is missed. For this reason, it's so important to make sure that you're thinking (and planning) ahead.

Depending on your corporate gifting partner, you may need to allot more or less time to your gifting process from start to finish. Our curated gift boxes typically take 4-6 weeks on average, but depending on who you choose to work with, you'll have a different timeline to consider. For example, you can typically find ready-made gift options like our selection of ready-made gift boxes, that can be sent out within a few days. Whichever gifting option you choose, make sure that you give yourself or your team enough lead time to never miss an important holiday, anniversary, or gifting occasion!

Delivery & Logistics

Getting your gift into the right hands is just as important as choosing what to give.



The purchase price for gifting doesn't typically include shipping or wrapping costs, so be sure to leave room in your budget to allow for the extra expense of presenting your gift beautifully and getting it where it needs to go.

Whenever possible, hand-delivering a present to someone nearby shows you went the extra mile and truly care. However, if your recipient is too far away, choosing a trusted delivery service is key. You want to make sure the gift not only gets there on time but also that it arrives in one piece! Consult your corporate gifting partner about the options for delivery. This may mean choosing a trustworthy shipping partner, but in some cases where the company is nearby, local drop-off may also be an option. You'll want to take into any account shipping costs as well as the timeline for your recipients to receive their gifts.

Tip: If you're wanting to send a gift to a large group -- for example, to an entire office — it's completely acceptable to do so. Just make sure the gift is of a higher value and can reasonably be used and enjoyed by a larger group.

Or maybe you're hosting an event and looking for creative ways to offer gifts to your team or to your attendees as a part of the festivities? There are a variety of ways that you can do this and create a memorable experience to enhance the entire event. For example, maybe you offer a variety of gifts for clients to choose from. Or perhaps you'd like to set up a station where recipients can customize their gifts on the spot. Whatever you choose, make sure that you think about how to best curate the experience to leave a lasting impact!

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Section 3:

Doing Corporate Gifting Right

Corporate Gifting Legally and Ethically

It's crucial to play by the corporate gifting etiquette and rules when it comes to laws and corporate policies. Different industries and businesses have their own set of guidelines about what's okay and what's not when it comes to giving gifts, underscoring the importance of understanding corporate gifting dos and don'ts.

For example, in areas like healthcare or government, there are super strict rules to avoid any hint of shady business or favoritism. Other industries might not have laws about corporate gifting, but there may be significant internal corporate gifting etiquette for business associates and corporate gifting etiquette for employees that dictate the gifts that are appropriate to give.

Some companies, particularly when considering corporate gifting etiquette for senior executives, have a cash value that is acceptable for its employees to receive (and a cap on what they can accept), so this is critical to know. This ensures your carefully selected gift aligns with proper corporate gift giving protocol and doesn't go to waste.

Before diving into the world of corporate gifts, it's vital to familiarize yourself with corporate gift management best practices. Being transparent about what's being gifted, to whom, and why helps maintain proper etiquette, ensuring everything stays above board. In the end, it's all about making sure that giving a little something extra stays true to what it's meant to be — a sincere way to show appreciation and build genuine connections.

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Corporate Gifting “Do’s”

- **Embrace Personalization:** Gifts should speak to the recipient's unique tastes and interests.
- **Prioritize Quality:** Opt for something that stands the test of time. A quality gift isn't just appreciated; it's a representation of your company's standards and respect for the relationships you build.
- **Ensure Relevance:** Context matters. Align your gifts with the occasion, the recipient's role, cultural norms, and individual preferences to make them feel truly special.

Corporate Gifting “Don’ts”

- **Gifting Cash:** Cash can be perceived as impersonal or, worse, as a direct bribe.
- **Overly Personal Gifts:** These can make the recipient uncomfortable, crossing professional boundaries.
- **Missing Milestones:** Whether it’s an anniversary, birthday, holiday, or milestone, make sure that you plan far enough in advance to celebrate all of the important moments.

Avoid These 2 Common Mistakes

Sending out corporate gifts for the first time? Here are two main faux pas you'll want to avoid when giving gifts.

1. Last-Minute Gifting

We talk about this one often for good reason. No gift is worth your employee, client, or colleague feeling forgotten or neglected. If your gift cannot be delivered on time, choose something else that can. Additionally, plan plenty of time in advance to prepare for upcoming events or occasions where you know you will want to give gifts.

2. Ignoring Company Policy

Side-stepping a business's rules around corporate gifting is a great way to throw your corporate gifting budget out of the window. While gift-giving done right can build connections and rapport, ignoring policies and ethical regulations can get you (and your recipient) into hot water.



Section 4:

Practical Tips for Corporate Gifting

Disclaimer: While we have been in the world of corporate gifting for a long time, we are not experts, and the following is not professional advice. Please consult your accountant to ensure that you are keeping up with the latest policy changes and legal implications.

Are Corporate Gifts Tax Deductible?

When it comes to corporate gifting responsibly, navigating the tax implications is as crucial as selecting the perfect gift. It's not just about generosity — it's about smart, compliant business practices.

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Gifts Vs. Promotional Material

The IRS draws a distinct line between gifts and items meant for promotion. While both can be part of your business's strategy, they each carry a different weight at tax time. Understanding this distinction helps to make sure that you're not left grappling with accidental tax complications.

Gifting Boundaries: Direct and Indirect

Remember, the IRS caps the deduction on business gifts at \$25 per recipient each tax year. This is true regardless of if your gifting is direct or indirect, personal or professional. Staying within this boundary is key to avoiding tax missteps or getting your business into hot water in the event of an audit.

Tip: In partnerships, tax rules group all partners together for gifting purposes. The \$25 deduction limit applies to the entity as a whole, underscoring the need for strategic gifting aligned with legal standards.

Promotional Deductions

Promotional activities, unlike corporate gifts, offer unrestricted deductibility, presenting a potentially strategic avenue for savvy businesses. However, classifying these requires adhering to IRS stipulations, emphasizing the need for clarity in your gifting and promotional endeavors.

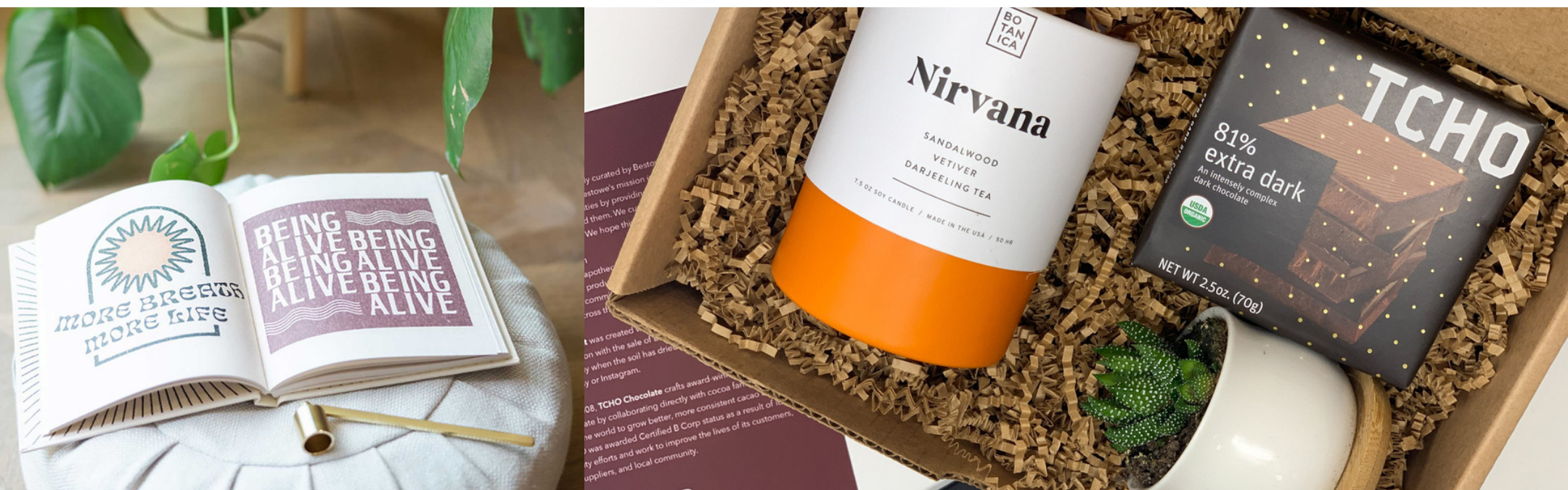
Getting Started with Corporate Gifting?

Whether you're a small business just getting started or a larger corporation looking to level up your gifting strategies, we understand how overwhelming the whole process can feel! Let's keep it simple. Here are a few of our recommendations to get you started:

1. Create a Corporate Gifting Policy

First things first, you need a game plan. When planning a budget-friendly corporate gifting strategy, it's essential to source reliable corporate gift suppliers to ensure the quality and timely delivery of your gifts. Your corporate gifting policy will not only guide your employees and empower them to give gifts independently but also allow them to do so ethically and responsibly. Moreover, by using corporate gifting as a marketing tool, you can also leverage these gestures to strengthen your brand image and nurture business relationships.

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- **Purpose:** Clarify the 'why' behind your gifts. Is it for appreciation, motivation, celebration, or building relationships?
- **Budgeting:** Set clear financial parameters. What's the cap per gift or annual gifting expenditure?
- **Recipient Guidelines:** Not all gifts are suitable for everyone. Outline what's appropriate depending on the business relationship.
- **Legal and Ethical Compliance:** Ensure your gifts respect legal boundaries and cultural sensitivities, avoiding conflicts of interest or bribery implications.
- **Approval Process:** Decide who gives gifts the greenlight. This process prevents excessive or inappropriate gifting.

2. Create a Gifting Calendar

Organization is your best friend for effective gifting. A gifting calendar ensures you never miss an important occasion:

- **Fixed Dates:** Incorporate all the no-brainers - holidays, New Year celebrations, and any industry-specific key events.
- **Personal Milestones:** Add in birthdays, work anniversaries, or other significant dates pertinent to your team and clients.
- **Spontaneous Recognition:** Leave some room for impromptu moments of appreciation or achievements.

3. Decide Where to Source Your Corporate Gifts

Now, for the fun part! It's shopping time (yay!), but it's strategic shopping. Your gifts only make the impression that you are hoping for when they are carefully selected and can speak to the unique individual that will receive it.

“Where Should I Buy Corporate Gifts From?”

- **Corporate Gifting Specialists:** These companies, like Bestowe Gifting, provide quality, variety, and customization, handling everything from curation to delivery. Depending on the company that you choose to work with, you may find ones that specialize in sourcing locally or from all kinds of small-batch and artisan creators.
- **Local Businesses:** Support your local community while adding unique flair and a personal touch to your gifts. Local gifting goes over particularly well for events, so that attendees can get a taste of an area they aren't normally a part of.
- **Online Retail Giants:** For a fast, vast selection, online marketplaces offer convenience, especially for last-minute purchases. Along with the convenience, you do tend to sacrifice uniqueness, but these retailers can be valuable when you're in a pinch.
- **Custom Creations:** For gifts that scream 'exclusive', collaborate with artisans or companies specializing in tailor-made items. Looking for the best of both worlds? We partner with a huge network of artisans and can help you to curate a custom gift that suits your specific needs!



The Power of Customization

Wherever you source your gifts from, consider the power of creating a unique and customized gift experience for your recipient. A corporate gift, especially when personalized, goes way beyond a simple “thank you.” It is a testament to the depth of your relationship and the value that you place on having them in your world, and customization should play a large role in who you decide to partner with to source your corporate gifts. Instead of a generic branded item, imagine gifting your employees, coworkers, or clients a personalized treat or a curated artisan gift box. Or, maybe they open a selection of gifts that is beautifully wrapped with high-quality, branded wrapping materials that emphasizes the thought and care that went into putting their gift together.

To do this, you’ll want to speak with your potential gifting vendors to discuss their in-house packaging options and customization abilities. Can they provide the wrapping experience you want? Is this something that you’re willing to do on your end? In order to create a premium experience, don’t just consider the gift itself. Make sure that your gift or gifts of choice are reflective of your unique relationship, your brand’s signature style, and the impression you want to leave on your recipient long after the unwrapping is done.



Transform Your Corporate Gifting Strategy

In the modern workplace, so much of our interactions with one another are cold, digital, and impersonal. Thoughtful corporate gifting can not only set your brand apart from the competition, but help your brand become one that people love to work for and with. From customers to employees to colleagues, spending the time to create a meaningful gift experience goes a long way to build genuine connections and lasting memories for years to come.

Looking for a partner that will help you curate gifting experiences that your recipients will never forget? We may be a perfect fit! Reach out to us anytime to schedule an introductory call!

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